



**5 - 6 - 7 October 21 - Milan**  
fieramilano Rho - Hall 9/11

# GENERAL RULES

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THE ITALIAN STEEL COMMUNITY



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## GENERAL PROVISIONS

### 1. ORGANIZATION - DATE AND PLACE OF THE EVENT.

Availing itself also of the services provided directly by FIERA MILANO S.P.A., MADE IN STEEL S.R.L. (**Organizer**) is organizing the **9<sup>th</sup> edition of MADE IN STEEL** which will be held at the Fiera Milano district in **Rho** (Milan) S.S. del Sempione, 28, in Pavilions 9 and 11 **from 5 to 7 October 2021(Exhibition)**, all this on condition that all authorizations necessary for the organization and running of the event are granted.

This document governs all aspects related to the Exhibition and is to be understood as the contractual relationship between the Organizer and the subjects mentioned therein (in particular, Customers, Exhibitors and Co-Exhibitors) both by express acceptance by signature and by tacit acceptance by going to the Exhibition premises and taking part in it.

The establishment of the contractual relationship within the aforementioned terms also implies the obligation to comply with the Technical Regulations of FIERA MILANO SPA (and any subsequent updates). The Organizer has the right to unilaterally modify the venue and dates of the Exhibition, its duration (by lengthening or shortening it) and the opening, entry, exit and closing times.

The Exhibitor undertakes, as of now, to participate in the Exhibition for its entire duration (each participant, in particular with reference to each Exhibitor and/or Co-exhibitor, is expressly forbidden to participate in the Exhibition at a later time or to leave his/her Stand prior to its end), also in the event of a unilateral change of the date of the Exhibition, its duration or the relevant opening times, at the same terms and conditions set out in these General Rules (Rev. 02-2021).

### 2. TIME OF THE EVENT.

Exhibitors hours: 8.30am - 7pm.

Visiting Hours: 9.30am - 6.30pm.

During opening hours the stands must be supervised by the Exhibitors and the products must be visible and properly arranged in the best interests of the Exhibitor, the Visitors and the Exhibition in general.

### 3. PERMANENT ADDRESS OF THE ORGANIZER.

The Organizer has its registered and operational headquarters at 25020 Flero (BS) Via Don Milani, 5 and can be contacted as follows: phone +39 030 2548520 | fax +39 030 2549833 | [www.madeinsteel.it](http://www.madeinsteel.it) | [info@madeinsteel.it](mailto:info@madeinsteel.it) | [madeinsteel@legalmail.it](mailto:madeinsteel@legalmail.it).

### 4. OFFICES AND SERVICES OF FIERA MILANO.

Fiera Milano's Offices and Services are open 8:30am - 12:30pm and 1:30pm - 5:30pm.

### 5. EXHIBITORS: PRODUCTS AND SERVICES ALLOWED AT THE EVENT.

Before listing the products and services admitted to the Exhibition, it may be useful to specify what is meant by Customer, Exhibitor and Co-Exhibitor for the purposes of these General Rules (Rev. 02-2021).

The Customer is the person who signs the Application for Admission as well as the addressee of the invoice of the supply contract and the party required to make the relevant payment (**Customer**). Customer and Exhibitor can coincide in one single subject, i.e., the receiver of the exhibition area (Stand) and any other corollary services (**Exhibitor**).

If the Customer signs the Application for Admission and the related additional contractual documentation in his/her own name but on behalf of a third party, the Stand and any other accessories will not go to the Customer but to a third party who will effectively be exhibiting during the Exhibition (**Exhibitor** or **Sole Exhibitor**). In this case, the Customer will sign the Application for Admission, while the Exhibitor will have to sign the Application for Participation.

A Co-Exhibitor is a subject occupying part of the Exhibitor's stand, to display his/her products and/or services with his/her own staff (**Co-Exhibitor**). The Co-Exhibitor must also sign the Application for Participation like the Sole Exhibitor.

The Co-exhibitor shall comply with the Exhibitor's obligations stated in the General Rules (Rev. 02-2021) and with all the provisions relating to the Exhibition, where compatible, and even if this is not specifically referred to in the individual provisions.

Finally, a Represented Company is a company whose products and/or services are displayed on the Exhibitor's Stand without the presence of the represented company's own personnel (**Represented Company**).

Exhibitors will be admitted to the Exhibition only if exhibiting the products that are exhaustively listed in the document "Product categories", which is in full and to all intents and purposes an integral part of these

General Rules (Rev. 02-2021, available at [www.madeinsteel.it](http://www.madeinsteel.it) > Exhibitors Area > service info).

The Exhibitors (jointly and severally with the Customer if the latter is not also the Exhibitor) accept full responsibility in relation to the complete and total conformity and compatibility of the products and/or services exhibited during the Exhibition, with what is indicated in the "**Product categories**" as well as what is declared in the Application for Admission (or in the Application for Participation).

In the event that, during the Exhibition, the Exhibitor exhibits a product and/or service that is not included in "Product categories" or that differs from what has been indicated in the Application for Admission (or in the Application for Participation), the Exhibitor (jointly and severally with the Customer, if the latter is not also the Exhibitor) is obliged to immediately remove any unlawful exhibits and to indemnify and/or keep the Organizer harmless from any and all direct and indirect damage and/or harm that may ensue.

## 6. EXHIBITORS: RULES OF ADMISSION TO THE EVENT.

Participation in the Exhibition is allowed to Italian or foreign subjects, either directly or through representatives, that, regardless of their legal status, carry out professional or business activities and intend to display products and/or services compatible with "Product categories".

Admission to the Exhibition is subordinate to the unquestionable judgement of the Organizer.

In order to generate the Application for Admission (or the Application for Participation) all subjects wishing to participate in the Exhibition must first fill in the online registration form ([www.madeinsteel.it](http://www.madeinsteel.it) > Exhibitors Area > Registration) and enter the obligatory data as well as any optional data.

Foreign subjects must highlight their status for tax purposes. For this purpose, the Application for Admission (or the Application for participation) must be accompanied by appropriate documentation indicating the tax status, the ISO code and, in the case of subjects resident in a member state of the European Union, the VIES certificate (for further information please refer to [http://ec.europa.eu/taxation\\_customs\\_vies](http://ec.europa.eu/taxation_customs_vies)). In case of admission to the Exhibition, without the presentation of the above documents, invoices including statutory Italian VAT will be issued to the subject.

In order to comply with the obligations introduced by art.1 paragraph 909 Law 27.12.2017 (obligation to issue electronic invoices between private individuals from 01/01/2019), the Italian Exhibitor will communicate his/her certified e-mail address (PEC) and/or the seven-digit recipient code to the Organizer.

After completing the registration form, the Application for Admission (or the Application for Participation) will be generated and sent by email to the contact person of the event indicated on the form, to be printed, signed and sent back to the Organizer as indicated in art. 10.

## 7. FORCE MAJEURE.

If the Event cannot take place within the established period, must be called off, shortened or cancelled after its beginning or, in any case, if the dates or times or the venue must be changed due to force majeure or, in any case, for reasons beyond the Organizer's control or for organizational reasons, Exhibitors (as well as Customers) will not be entitled to any refund of the sums already paid as advance payment, which may be definitively withheld by the Organizer as compensation for damages (without prejudice to the right to greater damages). Neither shall Exhibitors (as well as Co-Exhibitor and Represented Companies) have the right to request, in turn, the payment of sums as compensation for damages, indemnities and/or any other title also in compliance with art. 1462 of the Italian Civil Code.

Furthermore, the Organizer may claim compensation for damages from the Exhibitors (as well as, jointly and severally with them, from the Customers) for a value up to 30% of the participation fee due as final payment, in addition to the registration fee, which the Exhibitors (as well as the Customers) must pay, in compliance with art. 1462 of the Italian Civil Code, within and no later than 30 (thirty) days from the request for payment made by the Organizer.

The Organizer reserves the unquestionable right to change the Exhibition hours, as well as to suspend visitors' entry and all activities for defined periods of time, for organizational and/or public safety and/or health and safety reasons, and this without any liability on the part of the Organizer, and with no right to claim compensation for damages, indemnity and/or any other occurrence from the Organizer.

## 8. PHOTOGRAPHS - FILM SHOOTS - VIDEOS.

The Data Controller will provide the Exhibitor (as well as the Customer and the Exhibitor) with information on the processing of personal data pursuant to art. 13 of the RGPD when the registration form necessary for the creation of the Application for Admission (or the Application for Participation) is filled in. The Exhibitor (as well as the Customer and the Co-Exhibitor) undertakes to communicate such information to the natural persons (their representatives, agents, employees and consultants) to whom the Personal Data provided for the purposes of participation in the Exhibition and the provision of the relevant services

refer, as well as to ensure that the Personal Data can be lawfully used by the Data Controller or by the Organizer for such purposes and to indemnify and/or hold harmless the Data Controller or the Organizer for any cost or damage deriving from the breach of the aforesaid obligation.

The Organizer reserves the right to take audio/video shots and photographs (filming, drawing or other) during the Exhibition, which may feature one or more participants in the Exhibition, both as general photos of the Exhibition as a whole, and of its details and/or individual stands, representatives, exponents, employees or consultants of the Exhibitor and to use such materials to send marketing and telemarketing communications also on behalf of third parties (without transmission and/or transfer of personal data) as well as for dem marketing or for journalistic purposes, by means of traditional (including paper) or non-traditional/IT systems (such as, for example, mms, sms, whatsapp, social, platforms, etc.).

Since these events take place in public, it is considered that there is no need for the consent of the person portrayed under Article 97 of Law No 633/1941.

In any case, where necessary, it should be noted that the voluntary act of the data subject to register for the Exhibition and/or for the single event of the Exhibition and/or, in any case, to take part in it and/or to go to the spaces specifically dedicated to the Event is to be considered an expression of consent as an unequivocal positive act, also with reference to minors for whom parental responsibility is exercised if they are photographed and/or videotaped during the Event.

Through this express consent, the Organizer and the Data Controller, as identified in the above mentioned information, are authorized to treat their image free of charge and without time limits for the preparation of multimedia material to be used as a promotional and/or informative tool on their institutional web page and on the official social pages (Facebook, LinkedIn, Instagram and Twitter), and their possible dissemination for educational, promotional and commercial purposes.

Therefore, the Data Controller and the Organizer have the right, free of charge, to use the above mentioned images for these purposes, in accordance with articles 96 and 97 of law no. 633/1941, authorizing the Data Controller to use them without any restriction through any means of communication (including, by way of example, brochures, presentations, catalogues and in general the printed material, necessary for promotional, TV, pay per view, etc.) and dissemination via the Internet (company website, social networks, etc.) or through magazines and other publications, including online publications, with every right of adaptation and reproduction, for all purposes permitted by law.

To this end, the Exhibitor declares and guarantees to the Organizer as well as to the Data Controller that the following arrangements have been made: (i) inform the subject appropriately and, where necessary, collect the consent for processing - also by the Data Controller - of the data related to photos, video recordings, etc., including their dissemination for educational, promotional and advertising purposes in accordance with Regulation (EU) 2016/679 - General Regulation on the Protection of Personal Data; (ii) obtain the disclaimer for the use and disclosure of images, pursuant to Articles 96 and 97 of Law no. 633/1941 on copyright, in the terms mentioned above, by the natural persons portrayed or filmed, his/her representatives, agents, employees and consultants, during the aforementioned event.

In relation to points (i) and (ii), the Exhibitor undertakes to indemnify and hold the Data Controller harmless from any and all disputes, actions or claims made by the aforesaid subjects and relating to the use and/or disclosure of the relative images mentioned above. Any use of portraits that may prejudice the honor, reputation and/or decorum of the person portrayed is expressly excluded.

## REGISTRATION PROVISIONS.

### 9. PARTICIPATION FEES.

The Organizer will arrange organized exhibition areas (Stands) for the Event and will provide the services referred to in this article, under the conditions set out in these General Rules (Rev. 02-2021) and the Technical Regulations of FIERA MILANO SPA. The Organizer does not undertake any responsibility for the activities carried out by the Exhibitors during the Event (including installation and disinstallation).

Revenues (million euro)	<10	Between 10 and 50	>50
<b>Registration fee</b> (includes mandatory registration fees and registration in the Catalogue)	<b>€ 250</b>	<b>€400</b>	<b>€ 600</b>

<b>Participation fee (euro/sqm)</b>	Open on 1 side	Open on 2 sides	Open on 3 or more sides
<b>Free Area</b>			
> 32 and ≤ 100	<b>€ 212</b>	<b>€ 232</b>	<b>€ 242</b>
>100 sqm	<b>€ 201</b>	<b>€ 219</b>	<b>€ 228</b>
<b>Mezzanine area</b> (Available only for free area equal to or greater than 90 sqm - see article 19.1)	<b>€ 80</b>	<b>€ 80</b>	<b>€ 80</b>
<b>Free Area + Pre-fitted</b>			
≤ 32 mq	<b>€ 302</b>	<b>€ 322</b>	<b>€ 332</b>

### Fee for each Represented Company

(catalogue registration included)

**€ 100**

### Fee for each Co-Exhibitor

(includes mandatory registration fees and registration in the Catalogue)

**€ 500**

8% discount for Free Area reservations made before 31/12/2020.

The above-mentioned amounts are before statutory VAT (see art. 6).

Fractions of square meters are counted in full.

**We do not accept bookings for less than 16 sqm. Pre-fitting is compulsory for stands up to 32 sqm.**

**NOTE: Exhibitors/Co-Exhibitors who have been duly notified, will benefit of an "All Risks" insurance coverage, free of charge - see Art. 18 of these General Rules.**

### 9.1 Services included in the participation fee.

#### EXHIBITOR

The participation fee and the registration fee include the following services and facilities:

- Exhibition area, excluding set-up for areas over 32 sqm
- Climatization of the pavilions during the Event
- General day and night surveillance of the pavilions (special surveillance services can be requested for a fee to Fiera Milano Spa through the E-Service platform)
- General fire prevention
- Parking signs
- Entry in the Official Catalogue
- Entrance documents for Exhibitors (see art. 25.2)
- Paper catalogue: n. 1 copy per Exhibitor
- Complementary events arranged by the Organizer (conferences and congresses)
- Law compliant Fire extinguishers
- Municipal advertising tax (see Art. 16)
- Installed electrical power up to 5 kW



- Parking badges proportionate to the area purchased (see art. 25.3)
- Wi-Fi coverage in the pavilions
- General cleaning of the stand. The service includes the following services: cleaning of the floor and any floor coverings, e.g., carpeting (carpet washing and removal of stains or spots is excluded), dusting of the furniture in the stand (excluding exposed exhibits), emptying of waste bins. Furniture, materials, equipment and products on display are excluded from the service.
- Carpet disposal: removal excluded for free area, removal included for pre-fitted area.
- Copyright clearance for any audiovisual installations in the stands. Live performances (with singer and/or musical instruments) are not included in this coverage and the Exhibitor must make arrangements for them directly at the SIAE offices located in the city. The rights of performers and phonographic producers entitled to the rights on recordings and, on their behalf, of SCF-Società Consortile Fonografici are included, pursuant to articles 72 and 73/bis of Law 633/1941. The rights of performers and phonographic producers pursuant to art. 73 of the above mentioned Law for the diffusion of phonograms and music videos during fashion shows, DJ sets with or without dance are not included. Therefore, the Organizers of such events are invited to contact SCF-Società Consortile Fonografici - Via Leone XIII, 14 - 20145 Milan - Tel. +39 02 465475.1 - info@scfitalia.it in order to comply with the legal obligations in force.  
**The use of intellectual works, as well as the absence of the SIAE stamp on the above mentioned supports are sanctionable according to art. 171 and following, Law 633/41.**

## CO-EXHIBITOR

The participation fee charged to the Customer, entitles the Co-Exhibitor to:

- Air-conditioning of the pavilions during the Exhibition
- General day and night surveillance of the pavilions (special surveillance services can be requested from Fiera Milano Spa, for a fee on the E-Service platform)
- General fire prevention
- Entry in the Official Catalogue
- Entrance documents (see Art. 25.2)
- Paper catalogue: 1 copy
- Complementary events arranged by the Organizer (conferences and congresses)
- Law compliant fire extinguishers
- Municipal advertising tax (see Art. 16)
- No. 1 Parking badge (see art. 25.3)
- Wi-Fi coverage in the pavilions
- General cleaning of the stand. The service includes the following services: cleaning of the floor and any floor coverings, e.g., carpeting (carpet washing and removal of stains or spots are excluded), dusting of the furniture in the stand (excluding exposed exhibits), emptying of waste bins. Furniture, materials, equipment and products on display are excluded from the service.
- Carpet disposal: Carpet removal from the free areas is excluded, removal from the pre-fitted areas is included.
- Copyright clearance for any audiovisual installations in the stands. Live performances (with singer and/or musical instruments) are not included in this coverage and the Exhibitor must make arrangements for them directly at the SIAE offices located in the city. The rights of performers and phonographic producers who are entitled to the rights on recordings and, on their behalf, of SCF-Società Consortile Fonografici are included, pursuant to articles 72 and 73/bis of Law 633/1941, are included. The rights of performers and phonographic producers pursuant to art. 73 of the above mentioned Law for the diffusion of phonograms and music videos during fashion shows, DJ sets with or without dance are not included. Therefore, the Organizers of such events are invited to contact SCF-Società Consortile Fonografici - Via Leone XIII, 14 - 20145 Milan - Tel. +39 02 465475.1 - info@scfitalia.it in order to comply with the legal obligations in force.  
**The use of intellectual works, as well as the absence of the SIAE stamp on the above mentioned supports are criminally punishable, according to art. 171 and following, Law 633/41.**

By signing the Application for Admission or the Application for Participation the Customer or the Exhibitor, expressly authorize the Organizer to subcontract.



## 10. APPLICATION FOR ADMISSION - SUBMISSION DEADLINE - PAYMENTS.

The Application for Admission (as well as the related Application for Participation, if any) must be submitted to the Organizer by email to [expo@madeinsteel.it](mailto:expo@madeinsteel.it) before and no later than **July 30, 2021**. Pursuant to art. 1329 of the Italian Civil Code the Application is considered a firm and irrevocable proposal until the twelfth month following the date of its receipt by the Organizer.

Only fully completed, signed applications accompanied by appropriate documentation certifying the payment of the following amounts, jointly defined as "Advance Payment", will be taken in consideration (please note that the amounts paid before the "Notification of Stand Assignment" are to be considered as a security deposit while after the "Notification of Stand Assignment" they will be subtracted from the greater amount due):

- **registration fee** as indicated in art. 9 and in the Application for Admission;
- **€ 60,00/sqm - downpayment.**

Statutory VAT (if due - see art.6) will necessarily be added to the amounts due.

The Organizer, at their sole discretion, may also take into consideration any applications received after the above-mentioned deadline, provided that they are accompanied by the documentation certifying the full payment of the Participation Fees.

The "Notification of Stand Assignment" finalizes the admission to the Exhibition and the contractual relationship with the Organizer.

After receiving the "Notification of Stand Assignment", the Customer will receive the final invoice, which will include:

- Participation fee;
- Fee for each Represented Company;
- Fee for each Co-Exhibitor;
- Fee for mezzanine area if requested.

The **balance** must be settled **within 15 days of receipt of the invoice. Pursuant to art. 1460 of the Italian Civil Code, in the event that Participation Fees are not paid or are not paid in full, no access shall be allowed to the Exhibition or the Fair Headquarters to assemble and set up the stand, and no electricity shall be supplied until payment has been made.**

Payment of the Participation Fees must be made to Fiera Milano S.p.A. as follows:

- bank transfer to BANCA NAZIONALE DEL LAVORO - AG. 13 - MILAN IBAN: IT 84 M 01005 01613 000000017709 - BIC/SWIFT BNLI IT RR made out to FIERA MILANO SPA Registered office: Piazzale Carlo Magno, 1 20149 Milano Registro Imprese, CF and P.IVA 13194800150 Description: MADE IN STEEL 2021 - REGISTRATION
- non-transferable cashier's cheque made out to FIERA MILANO SPA
- credit card on the website: [www.fieramilano.it](http://www.fieramilano.it) - Exhibitors section - Exhibition Services - online payment section.

By signing the Application for Admission (or the Application for Participation), the Exhibitor (as well as the Customer, if other than the Exhibitor) formally undertakes to accept and comply with the provisions of these General Rules (Rev. 02-2021) and all subsequent additions, amendments and derogations adopted by the Organizer, as well as the rules set out in the Technical Regulations of Fiera Milano available on the website [www.madeinsteel.it](http://www.madeinsteel.it) > Exhibitors Area > Service Info.

## 11. STAND ALLOCATION

Stand allocation is made exclusively by the Organizer.

The Stand information indicated in the Application for Admission is not binding for the Organizer.

The Notification of Stand Assignment, which will contain the final number of stands and the layout of the same, will be sent in pdf format by e-mail to the contact person indicated in the Application for Admission (or in the Application for Participation) starting from **December 2020**.

The Stand layout may be modified at any time by the Organizer, who has the unquestionable right to change, reduce or modify the Stand assigned, if this is deemed necessary for the success of the Exhibition. The Customer, the Exhibitor, the Co-Exhibitor or any other person have no right to ask the Organizer for compensation, indemnity or the payment of any other amount for the above-mentioned changes.

If, for technical/organizational reasons, a Stand with a privileged position (free sides) is assigned even if not requested, the surcharge for free sides indicated in art. 9 must be paid in any case. Any requests for Stand variations, will be taken into consideration by the Organizer within the limits of the availability of the exhibition area (the Organizer will be free to accept or reject them). Such requests must be sent, under penalty of invalidation, in writing within and not later than 14 days from the date of receipt of the "Notification of Stand Assignment".

## **12. STAND SUBLETTING, TRANSFER OF THE CONTRACT AND WAIVER OF PARTICIPATION.**

The Stand assigned cannot be the object of total or partial subletting/reassignment, not even free of charge, in the same way as the relative contracts stipulated with the Organizer or the Applications for Admission and/or Participation are not transferable to third parties, not even free of charge.

If the Exhibitor relinquishes his/her right to participate in the Exhibition, this must be immediately notified to the Organizer by registered mail with proof of receipt.

If the withdrawal takes place before the "Notification of Stand Assignment", the Exhibitor (and jointly and severally with the same, if any, also the Customer) shall pay a penalty to the Organizer (without prejudice to the right to greater damages) i.e., a sum equal to the amount already paid as advance payment, with the express right of the Organizer to retain definitively the amounts already collected as advance payment, subject to compliance with art. 1462 of the Italian Civil Code.

On the other hand, if the Exhibitor relinquishes his/her right to participate in the Exhibition after the "Notification of Stand Assignment", a penalty shall be paid to the Organizer (without prejudice to the right to greater damages) equal to the amount that should have been paid if the Exhibitor had actually participated in the Exhibition. For these reasons, the Organizer shall be entitled to permanently keep all amounts already collected for any reason whatsoever and to request payment by the Exhibitor (and jointly and severally with the Exhibitor, if any, also the Customer) of the difference between what has already been paid and what would have been due for participation in the Exhibition. The Exhibitor (and the Customer) must pay the amount due within and no later than 30 (thirty) days from the Organizer's request for payment, subject to compliance with art. 1462 of the Italian Civil Code.

It is understood that, in any case, the Exhibitor's failure to participate is to be considered prejudicial both to the Exhibition and to the Organizer and, as a result, the Exhibitor is obliged to pay the Organizer, in addition to what is already due, compensation for financial loss and image damage.

## **13. PAYMENTS - ACCOUNT STATEMENT - EXIT PASS.**

In addition to the provisions of art. 10, in the days immediately prior to the closure of the Exhibition, the Fiera Milano S.p.A. administration will process all invoices issued for additional services and supplies, as well as any other outstanding charges.

Any objections to the charges indicated must be submitted, under penalty of expiration, by and no later than the closing of the Exhibition. After this deadline, the charges will be considered as not objected to and expressly acknowledged.

The account statement will be published on E-Service and payment of the amount due can be made by bank transfer or by credit card via the E-Service website, the "Easyservice" digital totems in the Exhibition Centre, or in the banks located in the Fair Headquarters.

At the end of the Exhibition, to remove the products on display and the stand set-up materials and anything else belonging to the Exhibitors, it is necessary to show the Exit Pass to the surveillance guards at the gates of the Exhibition Centre. The Exit Pass (Exhibitor badge, Fitter badge, Exit Pass) will be activated at the exit after confirming the Exhibitors' total fulfilment of all contractual obligations towards Fiera Milano and the Organizer.

## **14. OFFICIAL CATALOGUE OF THE EVENT.**

The Organizer will list in alphabetical order in the catalogue (on-line and on paper) the names of the Exhibitors or Co-Exhibitors and the location of the Stand only in the presence of their explicit consent expressed at the end of the privacy information document.

In the reserved area, online Catalogue section ([www.madeinsteel.it](http://www.madeinsteel.it) > Exhibitors' Area > Reserved Area > **Catalogue**) the Exhibitor and the Co-Exhibitor may also promote their company by including a description of their activity, their company logo and up to 3 images.

As regards the data in the catalogue of the Represented Companies, made available by the Exhibitors, it

is understood that the latter undertake all responsibility in this regard and undertake to keep the Organizer free from any prejudice that may arise, also with regard to the category to which they belong and/or the product dealt with, which must be reported in the Online Catalogue section in the reserved area ([www.madeinsteel.it](http://www.madeinsteel.it) > Exhibitors' Area > Reserved Area > **Catalogue**).

Only in the event that the Exhibitor and/or the Co-Exhibitor have given their consent to point c) of the privacy policy, the Organizer may also, without any liability for any omissions or errors, print and distribute other publications of various kinds to illustrate and promote the Exhibition at any time and in any context, both in Italy and abroad.

Any changes to the catalogue (with the exception of the category to which it belongs and the products covered which cannot be modified) may be made directly in the online Catalogue section of the Reserved Area ([www.madeinsteel.it](http://www.madeinsteel.it) > Exhibitors Area > Reserved Area > **Catalogue**) before and no later than **July 30, 2021**. After this deadline there is no guarantee that the printed catalogue of the Exhibition can be modified. In the general interest of the Event, the Organizer reserves the right to edit a supplement to the Official Catalogue, in the manner and within the time limits established by the Organizer. Changes and data submitted at a later time will be included in the online Catalogue on the Exhibition website [www.madeinsteel.it](http://www.madeinsteel.it) and on Fiera Milano S.p.A. website Fiera Milano Platform – Expo Plaza provided that they are communicated by **September 3, 2021**.

## 15. CATALOGUE ADVERTISING - SHOPPER.

Exhibitors have the possibility to insert their own logo or brand and/or to create up to four advertising pages in the Official Catalogue of the Event, **for a fee**, in the format and according to the technical specifications shown online in the complementary services section ([www.madeinsteel.it](http://www.madeinsteel.it) > Exhibitors Area > Reserved Area > **Complementary Services**). Files meeting the required characteristics must be sent to [marketing@madeinsteel.it](mailto:marketing@madeinsteel.it) by and no later than **July 30, 2021**.

After this deadline, publication is not guaranteed and the full amount of the logo and the pages booked must be paid.

### **COST** (euro prices, before VAT)

1 advertising page	1,500.00 each
1/2 advertising page	900.00 each
3 <sup>rd</sup> cover page (only 1 available)	2,500.00
Company logo or trademark	500.00 each
Highlighted background	700.00 each
Bookmark (only 1 available)	5,000.00
Logo on lanyards (only 1 available)	8,000.00
Logo on one side of the shoppers (only 1 available)	10,000.00

## 16. ADVERTISING TAX.

Without prejudice to the participation rules, the Exhibitor is required to pay tax to the Municipality of Rho pursuant to Presidential Decree no. 639 of 26.10.1972.

Thanks to agreements with the Municipality of Rho in the interest of the exhibitors, this tax is established on a lump sum basis calculated on the area occupied by the Exhibition. In order to avoid time-consuming procedures that Exhibitors would have to carry out directly, this tax is included in the participation fee. FIERA MILANO SPA will subsequently transfer it to the Municipality of Rho.

## 17. RULES AND BANS ON ADVERTISING.

Each Exhibitor has the right to carry out commercial initiatives within their own Stand exclusively for their own Company or their Represented Companies by means of promotional and advertising tools strictly related to the goods for which the Exhibitor has been admitted.

Any type of presentation and/or activity not directly related to the products on display, even if carried out to complete the set-up, is forbidden unless authorized in writing by the Organizer. Written authorization - if granted - may be subject to the payment of a fee.

The Exhibitor declares and guarantees to be the legitimate owner, or to be in possession of all concessions and/or authorizations required by law for the use of distinctive features, drawings, photographs and any other representation in general used during the Exhibition, as well as to possess all licenses and/or authorizations required for the use of trademarks or patents, relieving the Organizer from any consequent liability and/or request for payment for compensation for damages, indemnities or any other claim made by anyone.

It is forbidden to carry out itinerant advertising in the aisles, avenues and adjacent areas of the Exhibition Centre, as well as to distribute items that are advertising material. For safety reasons, spectacular events and initiatives and/or entertainment of any kind, genre and style, even if limited to the inside of the Stand and/or aimed at the presentation of products, are forbidden unless previously authorized by the Organizer. For any infringement, the penalties set forth in art. 27 "Prohibitions" will be applied.

## INSURANCE

### 18. INSURANCE - STAND SURVEILLANCE - LIMITATIONS OF LIABILITY.

#### **18.1 "All Risks" policy for Exhibitors and/or Co-exhibitors (excluding Terrorism and Sabotage risk).**

The Exhibitor/co-Exhibitor must have an All Risks policy on the whole value of goods, machinery, equipment and fittings taken into and/or used in the Fiera Milano exhibition centre with a waiver of right to claim compensation towards Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, the Organizer and any third party involved in the organisation of the event.

In case of subrogation from its own insurer, the Exhibitor/co-Exhibitor guarantees to hold the aforementioned Subjects harmless.

Fiera Milano furnishes to Exhibitor/co-Exhibitor, free of charge, an "All Risks" insurance with a limit of Euro 25.000,00, to cover all goods, machinery, fixtures, fittings and equipment brought to and/or used at the Exhibition Centre by Exhibitors/co-Exhibitors.

Coverage includes the stipulation of 10% insurance exclusion for each claim in the event of theft, with a minimum of Euro 250,00 and doubling this amounts for the reports submitted after the closing of the exhibition.

For any further information, please contact:

Marsh S.p.A.

Phone (+39) 024540 2033 / 024540 2034 / 024540 2032 Fax (+39) 024540 2035

e-mail: [fiera.milano@marsh.com](mailto:fiera.milano@marsh.com)

#### **18.2 Third Party Liability Policy.**

Fiera Milano S.p.A. will automatically provide this insurance for all Exhibitors and Co-Exhibitors, making them part of its general policy without any charge, which provides for a maximum limit of not less than Euro 100,000,000.00 (one hundred million).

#### **18.3 Stand surveillance.**

Fiera Milano S.p.A. provides a general surveillance service for the pavilions.

Throughout the opening hours of the pavilions, both during the Exhibition and during set-up and dismantling, Exhibitors and Co-Exhibitors are responsible for the custody and surveillance of their stands and everything contained therein.

It is therefore recommended that Exhibitors' and Co-Exhibitors' personnel be present all the time in the stand during the opening hours of the pavilions and supervise the stand until closing time.

#### **18.4 Limitations of liability.**

By signing the Application for Admission, the Exhibitor/co-Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability for consequential losses, reputational damage, loss of revenues, etc. Also for any direct loss, since each Exhibitor/co-Exhibitor has in custody/care the reserved exhibition spaces and is responsible for the goods contained therein, the Exhibitor/co-Exhibitor agrees to hold harmless Fiera Milano and the Organizer from any liability, for goods/values covered and/or not covered

and/or exceeding from the above mentioned Art. 1.

The Exhibitor/co-Exhibitor acknowledge that Fiera Milano shall not provide insurance service/policy, or provide any benefit to the extent that the provision of such services or benefit would violate applicable law or expose Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, to any sanction, prohibition or restriction under ONU Security Council Resolutions or under other trade or economic sanctions, laws or regulations. Therefore the Exhibitor/co-Exhibitor under those restrictions, will not be covered by any insurance policy and release hereby Fondazione Fiera Milano, Fiera Milano, their subsidiary and associated companies, against all liabilities for any harmful event that may be suffered within the Exhibition Centers available / owned / managed by the aforementioned subjects, nor will have any action, claim or request against such Subjects, for the aforementioned events.

## STAND PROVISIONS

### 19. TECHNICAL REGULATIONS OF FIERA MILANO S.P.A.

The Technical Regulations of Fiera Milano S.p.A. (and subsequent updates), available online at [www.madeinsteel.it](http://www.madeinsteel.it) > Exhibitors' Area > **Service Info**, include detailed provisions on the following topics:

- **Stand set-up/disassembly:** general rules - design and construction - submission of set-up projects - area dismantling and return - calendar, timetables and extensions - cleaning of common areas - surveillance - pavilions air conditioning - waste disposal and sewage disposal in the sewer lines - signs - deliveries - refreshment points - advertising and promotional initiatives - presentation of products and special events.
- **Safety standards** - Fire and accident prevention: compliance with Laws and regulations - Exhibitor's responsibility - stand fittings inspection - rules and prohibitions.
- **Services that can be requested through E-Service:** supplies and prescriptions for the use of: electricity - water - stand cleaning in free area - telecommunications - surveillance.
- **Rules of access and circulation in the Exhibition Centre - Handling of materials, goods and packaging - Customs - Shipments - Declaration of value - Insurance - Sanctions and penalties:** the rules and regulations contained in the Technical Regulations are to all intents and purposes an integral part of these General Rules (Rev. 02-2021).

#### ***19.1 Regulations for the construction of mezzanines in ground floor exhibition areas.***

The construction of mezzanines in Pavilions 9 and 11 is permitted only on exhibition areas equal to or greater than 90 sqm, without aisle interpositions.

The mezzanines may only be used for office and/or customer reception, with adjoining bar services and small refreshment areas, and must, in any case, be built in compliance with the specific provisions set out in the Regulations for the construction of mezzanines in ground floor exhibition areas, - available on the website [www.madeinsteel.it](http://www.madeinsteel.it) > Exhibitors' Area > Reserved Area > **Forms**, which are to all intents and purposes an integral part of these General Rules (Rev. 02-2021).

The use of mezzanine areas for display purposes is forbidden.

Authorization for their construction is subject to the approval of the Organizer and to the approval of the project by Fiera Milano S.p.A.

The proposal, indicating the square meters of the mezzanine area, must be received by the Organizer **no later than 90 days before the start of the set-up work.**

The set-up project of the stand with mezzanine area must be sent to Fiera Milano S.p.A. for approval.

#### ***19.2 Waste management.***

Without prejudice to the provisions of article 9.1 concerning stand cleaning, it is the Exhibitor's and the Co-Exhibitor's obligation to remove waste from the Exhibition Centre on a daily basis, and to dispose of it at the authorized recovery/disposal facilities in compliance with the regulations in force. In accordance with the Technical Regulations, the Exhibitor, the Coexhibitor and their representatives are jointly and severally responsible for the correct management of the waste produced inside the exhibition spaces, both in the assigned stands and in the common areas (aisles, avenues, etc.).

The Exhibitor, the Co-Exhibitor and their representatives may dispose of the waste produced either directly or by employing authorized waste management professionals registered in the



National Register of Environmental Managers, which can be consulted at the address: <https://www.albonazionalegestoriambientali.it/Public/Elenchiscritti>.

The prohibition of waste dumping and the corresponding obligation of correct waste management apply to all waste materials and all waste resulting from set-up/disassembly (i.e., packaging, walls, false ceilings, floor coverings, etc.).

Fiera Milano will apply a penalty of € 5,000.00 if waste is left behind in the pavilions or in the Exhibition Centre, without prejudice to compensation for greater damages, reserving the right to remove the responsible individuals from the Exhibition Centre and to proceed legally.

## 20. E-SERVICE: COMPULSORY DOCUMENTS, BOOKING PRODUCTS AND SERVICES

Following the "Notification of Stand Assignment", the Customer, Exhibitor and/or Co-Exhibitor will receive an e-mail from Fiera Milano addressed to the person in charge indicated in the registration form, containing the instructions to access the E-Service.

There are two sections on the E-Service home page. The section on the left includes all **technical and security documents** available for consultation and completion online, **which must be returned to FIERA MILANO** as the Data Processor on behalf of the Organizer (non-compliant Exhibitors, will not be allowed to enter the Exhibition Centre for stand assembly and set-up operations). The section on the right allows access to the virtual shop independently managed by Fiera Milano (also the Data Controller of the information provided). Here you can view and obtain quotes for technical services, installations and other extra services carried out by Fiera Milano S. p.A., as well as any commercial services.

## 21. AVAILABILITY OF THE STANDS.

### 21.1 *Mobilization.*

**From September 30, 2021 to October 4, 2021.**

Mobilization and demobilization times will be announced in the newsletter "Arrangements for assembly and disassembly operations", indicating the different entry procedures for Free or Pre-fitted Area.

The newsletter will be available through the E-Service in the "vehicle pre-accreditation" tool or online at [www.madeinsteel.it](http://www.madeinsteel.it) > Exhibitors' Area > Reserved Area > **Forms** and [www.fieramilano.it](http://www.fieramilano.it) > Event Calendar. The Organizer may otherwise dispose of the stands which have not been set up by 12.00 noon on October 4, 2021.

In this case, the absent Exhibitor is considered to be a waiver for all intents and purposes and is therefore required to pay the entire participation fee and the services provided, in addition to the amounts specified in art. 12 and the reimbursement of direct and indirect damages incurred by the Organizer.

**Pre-fitted stands** will be available from the day before the first day of the exhibition (i.e. October 4, 2021).

### 21.2 *Demobilization.*

**October 7, 2021, at the end of the event:** only hand parcels using the vehicles already present in the Exhibition Centre (Exhibitors' parking lot).

**From 8 to 10 October 2021 all day long.**

**On the morning of October 11, 2021 it will be possible to load the vehicles ONLY upon a request to Customer Service.** More detailed information will be included in the newsletter "Provisions for assembly and disassembly operations" which can be consulted through the E-Service, tool "vehicle pre-accreditation". The newsletter will be available online at [www.madeinsteel.it](http://www.madeinsteel.it) > Exhibitors' Area > Reserved Area > **Forms** and [www.fieramilano.it](http://www.fieramilano.it) > Event Calendar.

## 22. CLEARANCE OF THE STANDS.

After the closure of the Exhibition, the stands must be cleared by the deadline specified in art. 21.2 and in the relevant newsletter.

The Organizer and Fiera Milano S.p.A. do not accept any responsibility for the goods and materials and all that has been left in the stand and reserve the right to collect and store such items without any responsibility and at the expense, risk and danger of the non-compliant party.

The permanence of the Exhibitor's or Co-exhibitor's materials in the Exhibition Centre also implies the obligation to pay to Fiera Milano S.p.A. the extra-fair occupancy fee for the area.



### **23. DELIVERY AND RETURN OF THE STANDS.**

Within 24 hours from the occupation of the Stand, the Exhibitor is obliged, under penalty of invalidation of any exceptions in this regard, to have the Customer Service of Fiera Milano acknowledge in writing the possible presence of defects, irregularities or non-compliance with the General Rules (Rev. 02-2021) and/or Technical Regulations of the stand assigned or those adjacent to it and to request a written receipt of such claim.

At the end of the Exhibition, the Exhibitor is required to have Fiera Milano S.p.A. confirm the pristine condition of his/her Stand.

Any damage found when the stand is returned will be charged for its cost.

Customer Service inspections must be requested at least 3 hours in advance.

### **24. DAMAGE CAUSED BY EXHIBITORS.**

The Exhibitor is liable for all damage caused to the buildings and equipment made available to him.

The stands must be returned in the condition in which they were received.

The Exhibitor is responsible for the cost of repairs, any changes made, or damage caused.

### **25. ENTRY DOCUMENTS.**

The entry documents will be available after the "Notification of Stand Assignment" has been sent, without prejudice to the payment of the Participation Fees, which must be made within the established terms and in any case before the materials enter the Exhibition Centre.

#### **25.1 Entry documents during the set-up/disassembly phase.**

After receiving the "Stand Assignment Notification" and about 40 days before the start of the Exhibition, the Exhibitor and/or Co-Exhibitor must register the vehicles and the people who will need access during the set-up and dismantling days. This is done on E-Service, by entering the logistics link "vehicles pre-accreditation". On the same link you will find the plan of the Exhibition Centre with the indication of the access doors and the newsletter "Arrangements for assembly and dismantling operations".

For more information:

FIERA MILANO - CARGO LOGISTICS PASS 1 COUNTER

Ph. +39 02 3662.8600 .1 - .2 - .3 - fax +39 02 3662.8604

logisticafieramilano@fieramilano.it

Opening hours: 8:30am - 12:30pm / 1:30pm - 7:30pm

#### **25.2 Entry documents for Exhibitors and Co-Exhibitors during the Event.**

After entering the name and surname of each participant, each Exhibitor is allowed to print directly from E-Service the following quantities of badges in proportion to the area occupied:

- up to 50 sqm: n. 15;
- from 51 sqm to 100 sqm: n. 25;
- over 101 sqm: n. 50.

No additional Exhibitor badges will be issued.

Each Co-Exhibitor is entitled to 5 badges.

#### **25.3 Parking badges for Exhibitors and/or Co-Exhibitors.**

As illustrated in art. 9, suitable parking spaces will be provided for Exhibitors and/or Co-Exhibitors.

Parking spaces can be assigned following the registration of the number plate on the E-Service platform in "VEHICLE PRE ACCREDITATION". Please select the item "EXHIBITORS' PARKING PLACES DURING THE EVENT" in the virtual shop managed by Fiera Milano S.p.A..

Extra parking tickets are available for purchase following the above procedure.

Overnight parking is forbidden.

Any unauthorized permanence in the car park beyond the authorized time will incur a penalty of € 250,00 for each hour or fraction of hour.

Free parking spaces are allocated to Exhibitors according to the area occupied and applying the following criteria:

- Up to 32 sqm: 1 free parking space;
- From 33 sqm to 100 sqm: 2 free parking spaces;
- From 101 sqm to 160 sqm: 3 free parking spaces;
- Over 160 sqm: 4 free parking spaces.

Each Co-Exhibitor will have 1 free parking space.

For technical assistance for the registration of license plates, please contact the following phone number +39 02.4997.6822 or write an email to [eservice@fieramilano.it](mailto:eservice@fieramilano.it).

#### ***25.4 Online pre-registration.***

The Event is reserved for the trade professionals and access is free of charge after registration.

Visitors can apply for the entry ticket online, following the procedure described on the Exhibition website ([www.madeinsteel.it](http://www.madeinsteel.it)).

All visitors who have not pre-registered will be registered at the Reception of Pavilions 9 and 11.

## **26. STAND FITTING.**

### ***26.1 General regulations.***

All stand set-up elements must be contained within the assigned stand area and their height must not exceed 500 cm from the hall floor - where the technical and structural characteristics of the pavilions allow it - and **subject to authorization by the Organizer for heights exceeding 300 cm, and dimensions greater than 32 sqm.**

The stand construction must take into account the following distance requirements from the aisle: structures **from 0 to 400 cm** in height are submitted to **no minimum distance requirement**, while structures from **400 to 500 cm** in height must be placed at a distance of at least **one meter** from the border of the assigned area.

**Signs and billboards** are not allowed to face neighboring and adjacent stands and must have a minimum distance of 200 cm from them (these restrictions can be reduced/cancelled only on presentation of a written agreement with all neighboring exhibitors). Signs and billboards **higher than 300 cm** from the ground are subject to **approval** by The Organizer.

In order to avoid aesthetically unattractive presentations, all sides of the perimeter walls facing other Exhibitors and/or the upper part of the stands visible from the balcony and/or the walls along the aisles with access to the fire extinguishers or fire alarm buttons **must have a "workmanlike" manner white finish.**

In all cases, the walls in question must not contain any portion of electrical system or graphics of any kind. Without prejudice to the safety and stand accessibility provisions established by the Technical Regulations of Fiera Milano S.p.A., it is requested to provide for an overall specific quota of entrances and transparent parts equal to at least **50% of the total surface area of the free sides.**

Emergency exits are excluded from the calculation.

Closed sides should be structured in such a way that architectural quality, graphics and design do not produce a "blind wall effect" on the aisles. Moreover, their height must be limited. The project must be approved in writing by the competent authorities.

It is possible to install lighting fixtures on the fronts of the stands on condition that they are fixed at a height from the ground between 300 cm and the maximum height of the stand and protrude by maximum 20 cm in the aisle, including the lamp and any attachments/arms, and do not affect the neighboring stands.

**Hangings** are allowed in the pavilions of Fiera Milano RHO.

The service is subject to a fee; the relative costs can be viewed on the E-Service (art.20) and the regulations are indicated in the Technical Regulations of Fiera Milano.

**"American" lattice girders and suspended metal structures for lighting** (calculated and certified according to the regulations in force) must be used exclusively for the installation of lighting systems and

positioned no higher than 600 cm from the fair floor, at least 50 cm behind the stand line, regardless of its size and height. In addition, if placed in such a way as to form a "ring", they can be finished with false ceiling. These elements can be used exclusively for the installation of lighting systems, (without the use of arms or other elements that separate the lamps from the beams), or for the suspension of stand fittings or graphics. The latter shall be spaced at least 100 cm from the upper edge of the underlying structures. The installation of other **suspended structures** is also permitted provided they are positioned within a mandatory maximum height of 500 cm. If they are located on the outer edge of the stand, they must comply with the measurements defined for the heights of the fronts. If the suspended structures are made of American beams and/or metal structures, they must be covered and cannot be visible.

Under no circumstances may graphic or communication elements be suspended whose upper line exceeds the maximum communicated height of 600 cm from the surface of the fairground floor.

In the halls of Fiera Milano Rho it is possible to build **mezzanines**, subject to feasibility check and authorization by the Organizer and Fiera Milano S.p.A., for office and/or customer reception use only.

The rules for construction can be consulted in the Regulations for the construction of mezzanines in ground floor exhibition areas, available online at [www.madeinsteel.it](http://www.madeinsteel.it) > Exhibitors Area > Reserved Area > **Forms**.

The provisions for the heights of the fronts apply also in this case. Therefore, if the mezzanine is located on the side in the aisle, the height of the mezzanine is fixed at 500 cm at a distance of 100 cm from the perimeter. For mezzanine structures, a maximum height of 600 cm is allowed, and a distance of 150 cm from the stand perimeter. No structure, graphics and lighting item can exceed the limit of 600 cm from the fair floor surface.

As far as the technical provisions are concerned, please refer to the "Standards for the construction of mezzanines" issued by Fiera Milano, which will be sent together with the official notification of assignment and the 1:100 scale survey of the allocated stand.

The stand fittings and the relative systems must be built in a workmanlike manner, in compliance with accident prevention and fire prevention regulations. In addition, all the specific safety regulations regarding the activities subcontracted by the Exhibitor to the contractors must be met (for stand assembly and dismantling and related activities see art. 32).

The stands can only be set up by the individual Exhibitor after approval of the project by the Technical Office of the Organizing Secretariat and by the Technical Office of the Fair. All stand set-up projects - with the exception of pre-fitted stands - must be uploaded, complete with all the necessary documentation, by **July 2, 2021** in Fiera Milano's E-Service (<https://eservice.fieramilano.it/>) by clicking on the "STAND FITTING PROJECTS" button, in order to receive the final assembly authorization. Should the project not be sent or sent late, Fiera Milano will not allow the stand set-up work to begin, and a penalty of € 500.00 + VAT - if due will be applied. Should the assembly take place in any case, the Organizer will not be responsible for any direct or indirect consequences. Specific provisions and detailed rules can be found in Fiera Milano's Technical Regulations on the website [www.madeinsteel.it](http://www.madeinsteel.it) > Exhibitors' Area > Reserved Area > **Forms**.

## **26.2 Restaurants and Catering.**

The production and provision of food and beverages, by exhibitors or external catering companies hired by exhibitors, is **governed by the Fiera Milano procedure that can be downloaded from E-Service (mandatory documents)**.

The documentation required by the procedure must be sent to the Restaurants & Catering office within 5 days of the start of the event.

The Exhibitor who hires a catering company is directly responsible for the authorizations/certifications required by law to provide the service.

For information on this subject, please contact the Restaurant & Catering BU - Tel. +39 02 49976892/6794 or send a mail to [servizio.gestori@fieramilano.it](mailto:servizio.gestori@fieramilano.it).

## **27. PROHIBITIONS AND CRIMINAL CHARGES.**

### **27.1 Prohibitions.**

In addition to the prohibitions already defined in the specific articles of these General Rules (Rev. 02-2021) and the Technical Regulations, it is expressly forbidden to:

- drill and drive nails and/or screws into walls, ceilings, and floor;
- apply loads to pavilion structures;
- drill holes or saw the walls, pillars and other parts of the stand structures provided by The Organizer; display products not included in the goods admitted to the event (list available at [www.madeinsteel.it](http://www.madeinsteel.it)>Exhibitors>**Service info**);
- drive or park vehicles of any kind within the area dedicated to the Exhibition;
- leave vehicles inside the Exhibition Centre at night (including in case of breakdown);
- light or cause fires or introduce explosive material, blasting or dangerous products, smelly items or products likely to cause damage or inconvenience;
- move products and materials from the Exhibition Centre during the course of the Exhibition, unless otherwise specified in writing by the Organizer;
- use the Exhibition brand without a written authorization by the Organizer;
- carry out any form of political propaganda in the Exhibition Centre, in particular, by displaying objects or symbols that may imply a reference, even indirectly, to any political party, ideology or person of political character or significance;
- cause harassment or disturbance in any form;
- leave behind in the Exhibition Centre any fittings, carpets, adhesive tapes/cloths or remnants of any kind;
- stay in the stands and in the Exhibition area beyond the closing hours of the Exhibition or at unauthorized hours, without special authorization;
- carry out any catering activities in the stands and in the Exhibition Centre unless expressly authorized in writing by the Organizer;
- start dismantling operations before the official closing of the Exhibition;
- display exhibits outside one's own exhibition space. If the Exhibitor/Co-Exhibitor do not reposition their exhibits inside the assigned area marked out on the ground, the Organizer will collect and store them in warehouses, with no responsibility and at the Exhibitor's expense;
- distribute printed and advertising materials outside the stands;
- use optical means, in particular effects and light strips, projecting light on the aisles, the ceilings or structures above 650 cm in height;
- reproduce music without prior authorization;
- advertise non exhibiting companies in any form;
- display products of companies that are not present at the Exhibition;
- manage initiatives, such as shows or entertainment of any kind, nature and characteristics, even if confined to the stand or aimed at the presentation of products without prior authorization;
- sell the exhibited product for immediate delivery;
- use the stand set-up gaps for the storage of materials, especially easily combustible material;
- display finished products for demo such as cars, motorcycles, etc., without prior authorization and provided they have direct association with the products on display;
- use skates in the aisles and in the Exhibition Centre;
- undertake, during the Exhibition, any form of publicity or action to promote external initiatives that are contemporary to the Exhibition and/or in competition with it.
- Individuals under 18 years of age, are forbidden to enter, unless authorized in writing by the Organizer.

Further details can be found in the Technical Regulations of Fiera Milano S.p.A.

## **27.2 Penalties.**

Non-compliance with, or incorrect or delayed fulfilment of, the provisions contained in art. 27 will result in the payment by the Customer, the Exhibitor and the Co-Exhibitor, jointly and severally, of a penalty of €1,000.00 to the Organizer for each breach of said provisions, in addition to the rectification of the infringement and compensation for any additional damages.

Without prejudice to the above, if the failed, inaccurate or delayed compliance continues for several days of the Exhibition (including for this purpose also the days of Mobilization and Demobilization), said penalty shall be due for each day/days of the Exhibition (including for this purpose also the days of Mobilization and Demobilization) in which the failed, inaccurate or delayed compliance continues.

This penalty clause does not exclude nor is excluded from the application and/or payment of other and different penalties, such as, by way of simplification, those envisaged in the Technical Regulations of Fiera Milano S.p.A..

The Organizer is in no way responsible for the activities carried out by Exhibitors and/or Co-Exhibitors during

the Exhibition and, in particular, for the display of products not included in the "Product categories", products in violation of laws, decrees, regulations, etc., industrial property rights or for any violation of third party rights, as well as any act of unfair competition.

It is understood that the Organizer will be held harmless by the Exhibitor or the Co-Exhibitor for any and all damages, both direct and indirect, that may arise from the above.

## **28. SAFETY AND PROTECTION OF WORKERS' HEALTH IN THE WORKPLACE.**

Each Exhibitor or Co-exhibitor is required to comply strictly with the entire system of regulations in force, also and above all with regard to the protection of the health and physical integrity of workers, and with labour law, social security and welfare regulations for the entire duration of the Exhibition, including stand assembly and dismantling and any other related activity, including waste disposal.

The Exhibitor also undertakes to observe and ensure that all contractors working on his/her behalf, during stand assembly and dismantling and in relation to any other connected activity, comply with the Technical Regulations of Fiera Milano. The Exhibitor expressly declares that he/she is familiar with the Technical Regulations, its supplementary sections, the provisions contained in art. 88 of Legislative Decree 81/2008, paragraph 2-bis and relative Ministerial Decree of 22.7.2014, issued by the Ministry of Labour and Social Policies and the Ministry of Health.

The Technical Regulations, which can be consulted in the section "Exhibitors - Technical Documents - Made in Steel" on the website [www.fieramilano.it](http://www.fieramilano.it), contain, among others, precautionary rules regarding the exhibition safety (fire prevention, electrical systems, environmental protection, etc.), with the exclusion of specific safety regulations regarding the activities carried out directly by the Exhibitor or subcontracted (stand assembly and dismantling and related activities), the supervision and enforcement of which remains the responsibility of the Exhibitor.

In order to comply with the obligations contained in the Ministerial Decree 22.7.2014 mentioned above, the documents indicated in attachments IV and V are available on the Organizer's website and on Fiera Milano's website. Any behaviour that does not comply with the above safety regulations, in particular when it may affect the general safety of the pavilions and of third parties may require an intervention by the Organizer and/or Fiera Milano, within the scope of random checks and may result in the immediate deactivation of the utilities supplied to the stand or its immediate closure. Any other consequence that may arise from the non-compliance with the above mentioned provisions is solely the responsibility of the Exhibitor and the companies appointed by him.

Fiera Milano may remove from the Exhibition Centre the personnel of the contractors and self-employed workers working on behalf of the Exhibitor if they do not have the identity card required by articles 18, paragraph 1, letter u), 21, paragraph 1, letter c), 26, paragraph 8 of Legislative Decree 81/08, and non-EU staff if, even in the presence of the identity card, if they do not have a valid and legible residence permit or a valid and legible identity card.

The Employer and contact person of the expelled personnel will be charged with the cost.

The Exhibitor who has authorized the company to operate in the area on his/her own behalf for the execution of works, will be informed of the dispute.

**The Exhibitor is responsible for compliance with the regulations** in force for all that is carried out and organized by him and on his/her behalf in relation to fittings, structures, installations, products on display and all related activities.

**Each Exhibitor is required to appoint an "Exhibition Safety Contact Person" (RSE)** who, for safety purposes, takes on all responsibilities connected with the activities carried out on behalf of the Exhibitor and for the entire duration of the Exhibitor's presence in the Exhibition Centre. At the Exhibitor's discretion, and under his/her complete responsibility, the RSE may also be a different natural person for each of the three phases of assembly, exhibition and dismantling.

**The name and the relevant telephone numbers of the RSE must be communicated** to the Organizer and to Fiera Milano, **before starting assembling the stand and in any case before the workers and the materials arrive in the Fiera Milano area.**

The Organizer and Fiera Milano shall provide Exhibitors with the names and contacts of the Exhibition Safety Contact Persons of neighboring stands. If necessary, each Exhibitor, through their own RSE, will have the obligation to coordinate activities with the RSEs of adjacent stands in order to correctly assess any interference risks.

If no indication is provided of the "Exhibition Safety Contact Person" (RSE), this function will remain the sole responsibility of the Exhibitor's Legal Representative.

Any changes of the "Exhibition Safety Contact" must be promptly communicated to the Organizer and



Fiera Milano.

**The most significant obligation for the Exhibitor is the DUVRI** [single document for the assessment of interference risks], **or, if necessary, the PSC** [safety and coordination plan] according to either article 26 of Legislative Decree 81/08 or Title IV of the same decree relating to work safety in construction sites, in accordance with the provisions of the Interministerial Decree of 22 July 2014.

Such documentation may, at discretion, be uploaded in the appropriate section of the E-Service platform for exclusive and confidential communication to the competent Authorities (ATS and Law Enforcement agencies). **Such documentation must be present in print at the stand for the entire duration of the Event (including assembly and disassembly).**

Access to the stand by companies operating on behalf of Fiera Milano for the provision of services will only take place in the presence of the Exhibitor's RSE and after obtaining his/her authorization.

This restriction does not apply to the surveillance and security staff of the Exhibition Centre.

## 29. TEMPORARY PROTECTION OF INVENTIONS.

D.P.R. 338, which entered into force on 22.8.1979, abolished the possibility of claiming the so-called "Priority of exhibition" for displayed machinery. Therefore, the relevant patent applications must be filed before the opening of the Exhibition.

## 30. HANDLING OF GOODS AND OFFICIAL FORWARDING AGENTS.

The Official Freight Forwarders of Fiera Milano S.p.A. are available to carry out any operation connected with the introduction and customs clearance of machinery and materials, including crane service and the service of collecting, storing and returning packaging, as well as reshipment of materials at the end of the Exhibition.

For information: **EXPOTRANS SRL** c/o FIERA MILANO CARGO 1

Ph. +39 02 3666.9600 - fax +39 02 4540.2024

## 31. SUPPLIERS PRESENT IN THE EXHIBITION CENTRE.

The Customer Service is available for any information.

It is advisable to always request an estimate for suppliers' services. Exhibitor/Co-Exhibitor/Customer relieve the Organizer and Fiera Milano S.p.A. from any responsibility.

## OTHER PROVISIONS

## 32. MEASURES TO PROTECT THE SAFETY OF PEOPLE IN THE EXHIBITION CENTER.

In compliance with the requirements set by the Public Safety Authority, Fiera Milano implements the infrastructural, organizational and operational measures deemed appropriate for the protection of the safety of all the people present at the Exhibition Centre in any function.

By way of simplification and without claiming to be exhaustive, the following measures may be taken, at Fiera Milano's unquestionable discretion:

a) dedicated, possibly different methods of access to and exit from the Exhibition Centre (destination of specific entrances or reserved lanes, timetables, systems for access and flow regulation and control) for the different categories of users in the Exhibition Centre;

b) security controls, also carried out with the aid of fixed or portable technical equipment and instruments, on people, their luggage and personal belongings, and on means of transport and work, both on entering and leaving the Exhibition Centre as well as inside it. Controls are carried out by Fiera Milano personnel or by third parties appointed by the same. Without prejudice to any communication to the Police and the consequent measures, users who do not agree to submit to the control will be denied access to the Exhibition Centre and, if they are already inside the Exhibition Centre, they will be immediately evicted. Users subject to checks are required to cooperate as much as possible, so that the operations can be carried out as efficiently and as quickly as possible. Based on the outcome of such controls, without prejudice to any communication to the Police and consequent measures, Fiera Milano reserves the unquestionable right to prohibit access to the Exhibition Centre to suspicious persons or objects and if suspicious persons are already inside the Exhibition Centre, to immediately evict them from the Exhibition Centre. Suspicious objects must be immediately removed from the Exhibition Centre by and under the responsibility of their owners. Fiera Milano is not obliged to set up storage and custody services for



suspicious objects;

c) changes or limitations to the road network and to pedestrian and vehicular traffic inside the Exhibition Centre, including the installation of fencing, new jersey barriers, bollards and the like;

d) forced removal, at the owner's risk and expense, of means of transport or work, objects or personal belongings considered suspicious or which in any case obstruct security controls.

The above provisions are also applicable to all visitors and guests admitted to the exhibition.

### 33. PENALTIES

The Exhibitor and the Co-Exhibitor declare to be aware that the following obligations and prohibitions are in force at the Exhibition Centre:

a) smoking is prohibited inside the pavilions and offices;

b) the use of safety shoes and head protection helmet is mandatory for all persons working inside the pavilions during assembly and disassembly;

c) all individuals operating in any capacity in the Exhibition Centre must be provided with an identity document and comply with current labour legislation with particular reference to labour relations between the parties. It is strictly forbidden during assembly and demobilisation activities to allow unauthorized people and minors under the age of 15 to enter the Exhibition Centre, even for work reasons;

d) all persons working on behalf of exhibitors under contract and subcontracting agreements must provide their workers with the identification card referred to in articles 18, paragraph 1, letter u), 21, paragraph 1, letter c), 26, paragraph 8 of Legislative Decree no. 81/2008.

Fiera Milano S.p.A. reserves the right to carry out controls, directly and/or through appointed third parties (natural or legal persons), on the respect of the prohibitions and on the fulfilment of the obligations described above and to notify the offender in writing of any violations, as well as to request subjects operating in the Exhibition Centre to comply with the following measures

- show their badge;
- have a valid badge;
- show their identity document;
- show contractual documents (work contracts with Exhibitors or employment contracts with fitters or in general with contractors and sub-contractors) and social security documents, appropriate to the work carried out in the Exhibition Centre;
- show their residence permit (non-EU personnel);
- use the equipment required in point (b).

Violations and non-compliance will be notified to the Exhibitor by registered letter with return receipt or by certified e-mail (PEC).

Violations and non-compliance with letters c) and d) will result in the application, at the Exhibitor's or the Co-Exhibitor's expense, of a penalty of Euro 10,000.00 for each reported infringement.

Fiera Milano also reserves the right to remove from the Exhibition Centre any person who fails to comply with points c) and d). The Exhibitor undertakes from now on to inform his/her suppliers of the obligations and prohibitions indicated in points a) to d) and to include such obligations and prohibitions in their contracts, as well as to make sure that their suppliers read the Technical Regulations of the Exhibition Centre which are an integral and substantial part of the Exhibition General Rules (Rev. 02-2021).

### 34. LOCAL REGULATIONS

The Exhibitor is obliged to comply with all local regulations in force and first and foremost with the rules for the prevention of fire and accidents. The Organizer and Fiera Milano S.p.A. do not accept any responsibility in relation to the Exhibitors' failure to comply with the above regulations.

### 35. NON-COMPLIANCE WITH THE RULES.

The Provisions indicated in the General Rules (Rev. 02-2021), in the Technical Regulations, in the Regulations for the construction of mezzanines in ground floor exhibition areas and in any specific newsletter, are intended to ensure the best presentation, safety and orderly functioning of the Exhibition, offering all Exhibitors the equal possibilities of presentation and participation.

The Organizer believes that only through impeccable and substantial compliance with the above rules is it possible to avoid unjustified situations of privilege and danger that are in conflict with the interests of the Exhibition and the community of Exhibitors.

Therefore, non-compliance with the above rules will be sanctioned as set forth in art. 27.

### 36. EXPRESS TERMINATION CLAUSE.

Pursuant to art. 1465 of the Italian Civil Code the Organizer may terminate the contract by simple written notice in the following cases:

- a) non-payment by the Exhibitor (or the Customer if different from the Exhibitor) of the invoice for the balance of the fee within the terms indicated in art. 10;
- b) declaration of bankruptcy of the Exhibitor (and/or the Customer if different from the Exhibitor) or their submission to bankruptcy proceedings in general.

In the event of termination of the contract in advance of this clause, further legal and contractual remedies in favour of the Organizer shall remain unaffected.

### 37. RIGHT OF RETENTION.

In accordance with these General Rules (Rev. 02-2021), the Organizer and Fiera Milano S.p.A., without any liability for any consequences, reserve the right to retain the exhibits in case of breach of contract by the Exhibitor or the Co-Exhibitor.

The Organizer and Fiera Milano S.p.A. are not liable for any damage to exhibition materials occurred in the application of the aforementioned right.

### 38. COMPLAINTS, APPLICABLE LAW AND PLACE OF JURISDICTION.

Any complaints must be submitted in writing, under penalty of invalidation, to the Organizer no later than 15 days after the closing of the Exhibition.

Without prejudice to the applicability of the Italian Law, all disputes arising from or in any way connected with the Event will be the exclusive competence of the Court of Brescia, excluding any other Court, also competing ones.

When interpreting these terms and conditions of participation, as well as in the event of a dispute, the text drawn up in the Italian language is binding, since this is the language of the contract (each translation is made for convenience of reading only).

### 39. PERSONAL DATA PROCESSING.

In compliance with THE EU REGULATION 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (hereinafter GDPR), Made in Steel s.r.l. and Siderweb S.p.a., the Data controllers, hereby inform you that you will be provided with the appropriate information pursuant to GDPR on the website [www.madeinsteel.it/privacy](http://www.madeinsteel.it/privacy) during the filling in of the online application form, and the relevant consents will be collected when filling in the registration form.

Therefore, with regard to data processing you are kindly requested to refer to the information document, which can be viewed at the following link [www.madeinsteel.it/privacy](http://www.madeinsteel.it/privacy), as well as to the privacy policy on the institutional website.

Pursuant to art. 26 GDPR, for any request for information and/or clarifications, please contact the joint data controllers:

MADE IN STEEL S.R.L.

Registered and operational headquarters: Via Don Milani, 5 - 25020 Flero (BS), Legal Representative or the Data Processor: tel. +39 030 2548520 - fax +39 030 2549833 - [info@madeinsteel.it](mailto:info@madeinsteel.it)

SIDERWEB S.P.A.

Registered and operational headquarters: Via Don Milani, 5 - 25020 Flero (BS) Legal Representative or Data Processor: tel. +39 030 2540006 - fax +39 030 2540041 - [info@siderweb.com](mailto:info@siderweb.com)

or their Data Protection Officer:

AVV. ALESSANDRO DONATI: [alessandro.donati@studiogoriominervini.it](mailto:alessandro.donati@studiogoriominervini.it)

### 40. BUSINESS CARDS REGULATION

Exhibitors or Co-Exhibitors who receive both paper and electronic business cards from third parties during the Exhibition undertake to use them in accordance with the provisions of the Reg. EU Reg. 679/2016 and only for activities that do not require specific consent and which consist of: management, organization, storage, use, communication to members of the Exhibitor's own company and/or group, as well as to

joint data controllers and processors appointed with a specific contract, destruction and modification of the data processed following notification by the data subject, consultation, communication of some and occasional initiatives related to the activity carried out at the exhibition through soft spam activities. The data can be kept until the next edition of the event at the latest. For further processing the Exhibitor or the Co-Exhibitor must obtain the relevant consent from the data subject.

The Exhibitor or the Co-Exhibitor shall safeguard the rights of the data subject in compliance with the provisions of art. 13 GDPR.

The data subject will be informed of the above and, by giving his/her contact details, will give his/her consent pursuant to art. 4 paragraph 11 GDPR by means of an unequivocal positive action to allow the Exhibitor or the Co-Exhibitor to process the data as indicated.

The Exhibitor or Co-Exhibitor is, of course, entitled to draft his/her own information notice for the Exhibition with the relative consent form for data processing to obtain written consent to the processing of the data of third parties.

#### 41. CONTROLS

Without prejudice to what is specified in the individual provisions, the supervision of compliance with the General Rules (Rev. 02-2021) is entrusted to the staff and/or consultants of the Organizer, of the competent offices of Fiera Milano and, if necessary, to third parties (natural or legal persons) appointed by them.

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By signing the attached Application for Admission or Application for Participation, the Customer, the Exhibitor, the Co-Exhibitor or any other obligated party declare that they have carefully read and specifically approve the following clauses pursuant to articles 1341 and 1342:

1. Organization - date and place of the Event;
5. Exhibitors: products and services allowed at the Event;
6. Exhibitors: rules of admission to the Event;
7. Force majeure;
9. Participation fees;
10. Application for admission - Submission Deadline - Payments;
11. Stand allocation;
12. Stand subletting, transfer of the contract and waiver of participation;
17. Rules and bans on advertising;
18. Insurance - stand surveillance - limitation of liability;
21. Availability of the stands;
22. Clearance of the stands;
23. Delivery and return of the stands;
26. Stand fitting;
27. Prohibitions and criminal charges;
28. Safety and protection of workers' health in the workplace;
32. Measures to protect the safety of people in the exhibition center;
34. Local regulations;
35. Non-compliance with the rules;
36. Express termination clause;
37. Right of retention;
38. Complaints, applicable law and place of jurisdiction